



TREASURE VALLEY

ADA, ADAMS, BOISE, CANYON, ELMORE, GEM, OWYHEE, PAYETTE, VALLEY, & WASHINGTON COUNTIES

EMPLOYMENT TRENDS

The Boise City Metropolitan Statistical Area's (MSA) average annual unemployment rate for February 2004 was 4.5 percent, as shown in Treasure Valley Table 1. This was two-tenths of a percentage point above the January 2004 rate of 4.3 percent and nine-tenths of a percentage point below the February 2003 rate of 5.4 percent. Month-over-month, the number of employed persons increased by 600, or 0.3 percent, from January 2004 and the number of unemployed individuals increased by 500 individuals, or 4.7 percent. The increasing number of persons employed and the increasing number of persons unemployed created an overall increase of 1,100 individuals, or 0.4 percent, in the *Civilian Labor Force* from January 2004. Year-over-year, the number of employed persons increased by 6,300, or 2.7 percent, and the number of unemployed individuals, decreased by 2,100 individuals, or 15.8 percent, creating a net increase in the *Civilian Labor Force*, of 4,200 individuals, or 1.7 percent, in the *Civilian Labor Force*, from February 2003. The *Civilian Labor Force* figures for February 2004 for all ten counties in Southwest Idaho are shown in Treasure Valley Table 2.

Treasure Valley Table 2: February 2004 Seasonally Adjusted Labor Force Figures for Southwest Idaho Counties				
	Civilian Labor Force	Number Unem- ployed	Percent Unem- ployed	Number Employed
Ada	179,789	6,520	3.6	173,269
Adams	1,739	200	11.5	1,539
Boise	2,605	133	5.1	2,472
Canyon	71,934	4,696	6.5	67,239
Elmore	9,564	492	5.1	9,072
Gem	5,805	344	5.9	5,460
Owyhee	3,848	65	1.7	3,783
Payette	9,756	807	8.3	8,948
Valley	3,934	279	7.1	3,655
Washington	4,223	369	8.7	3,855
Statewide	699,600	33,281	4.8	666,319

Treasure Valley Table 1: Boise MSA Labor Force & Employment
Ada and Canyon Counties

	Feb 2004*	Jan 2004	Feb 2003	% Change	
				Last Month	Last Year
INDIVIDUALS BY PLACE OF RESIDENCE					
Seasonally Adjusted					
Civilian Labor Force	251,400	250,300	247,200	0.4	1.7
Unemployment	11,200	10,700	13,300	4.7	-15.8
% of Labor Force Unemployed	4.5	4.3	5.4		
Total Employment	240,200	239,600	233,900	0.3	2.7
Unadjusted					
Civilian Labor Force	250,400	248,700	246,100	0.7	1.7
Unemployment	13,000	13,200	15,000	-1.5	-13.3
% of Labor Force Unemployed	5.2	5.3	6.1		
Total Employment	237,400	235,500	231,100	0.8	2.7
JOB BY PLACE OF WORK					
Nonfarm Payroll Jobs**	230,200	228,300	224,800	0.8	2.4
GOODS-PRODUCING INDUSTRIES					
Natural Resources & Construction	15,000	14,800	14,300	1.4	4.9
Manufacturing	29,800	29,700	30,600	0.3	-2.6
Durable Goods	22,900	22,700	23,500	0.9	-2.6
Wood Product Manufacturing	1,600	1,600	1,800	0.0	-11.1
Fabricated Metal Products Mfg.	1,300	1,300	1,400	0.0	-7.1
Machinery Manufacturing	1,100	1,100	1,200	0.0	-8.3
Computer & Electronic Manufacturing	14,700	14,700	15,500	0.0	-5.2
Transportation Equipment Mfg.	1,500	1,400	1,700	7.1	-11.8
Other Durable Goods	2,700	2,600	1,900	3.8	42.1
Nondurable Goods	6,900	7,000	7,100	-1.4	-2.8
Food Manufacturing	5,300	5,400	5,400	-1.9	-1.9
Printing & Related Support Activities	700	700	700	0.0	0.0
Other Nondurable Goods	900	900	1,000	0.0	-10.0
SERVICE-PROVIDING INDUSTRIES					
Trade, Transportation, & Utilities	43,900	43,900	43,100	0.0	1.9
Trade	36,900	36,900	36,100	0.0	2.2
Wholesale Trade	9,700	9,700	10,000	0.0	-3.0
Wholesalers, Durable Goods	6,000	6,000	6,400	0.0	-6.3
Wholesalers, Nondurable Goods	2,800	2,800	2,800	0.0	0.0
Retail Trade	27,200	27,200	26,100	0.0	4.2
Food & Beverage Stores	4,200	4,200	4,100	0.0	2.4
General Merchandise Stores	5,800	5,900	5,800	-1.7	0.0
All Other Retail Trade	17,200	17,100	16,200	0.6	6.2
Transportation, Warehousing, & Utilities	7,000	7,000	7,000	0.0	0.0
Utilities	600	600	700	0.0	-14.3
Transportation & Warehousing	6,400	6,400	6,300	0.0	1.6
Information	4,000	3,900	3,900	2.6	2.6
Telecommunications	1,400	1,400	1,400	0.0	0.0
Financial Activities	12,600	12,600	12,100	0.0	4.1
Finance & Insurance	9,300	9,300	9,100	0.0	2.2
Real Estate & Rental & Leasing	3,300	3,300	3,000	0.0	10.0
Professional & Business Services	32,200	32,000	30,700	0.6	4.9
Professional, Scientific, & Technical	10,500	10,500	10,100	0.0	4.0
Management of Companies & Ent.	5,400	5,500	5,500	-1.8	-1.8
Administrative & Support & Waste Mgmt.	16,300	16,000	15,100	1.9	7.9
Educational & Health Services	29,800	29,500	27,900	1.0	6.8
Educational Services	2,500	2,400	2,500	4.2	0.0
Health Care & Social Assistance	27,300	27,100	25,400	0.7	7.5
Hospitals	9,600	9,700	8,900	-1.0	7.9
Leisure & Hospitality	20,000	19,800	19,200	1.0	4.2
Arts, Entertainment, & Recreation	2,700	2,800	2,100	-3.6	28.6
Accommodation & Food Services	17,300	17,000	17,100	1.8	1.2
Accommodation	1,900	1,700	2,000	11.8	-5.0
Food Services & Drinking Places	15,400	15,300	15,100	0.7	2.0
Other Services	6,700	6,600	6,500	1.5	3.1
Total Government	36,200	35,500	36,500	2.0	-0.8
Federal Government	5,500	5,500	5,200	0.0	5.8
State & Local Government	30,700	30,000	31,300	2.3	-1.9
State Government	13,400	13,000	13,600	3.1	-1.5
State Government Education	4,100	3,800	4,200	7.9	-2.4
State Government Administration	9,300	9,200	9,400	1.1	-1.1
Local Government	17,300	17,000	17,700	1.8	-2.3
Local Government Education	11,000	10,700	10,700	2.8	2.8
Local Government Administration	6,300	6,300	7,000	0.0	-10.0

* Preliminary Estimate

**Full- or part-time jobs of people who worked for or received wages in the pay period including the 12th of the month

In the Boise City MSA *Nonfarm Payroll Jobs* decreased by 1,900 jobs, or 0.8 percent, in February 2004 while year-over-year, *Nonfarm Payroll Jobs* experienced a gain of 5,400 jobs, or 2.4 percent. Month-over-month, *Goods-Producing Industries* gained 300 jobs with job increases noted in *Natural Resources, Mining & Construction* (200 jobs), *Transportation Equipment Manufacturing* (100 jobs), and *Other Durable Goods Manufacturing* (100 jobs) while job losses were noted in *Food Product Manufacturing* (100 jobs). Year-over-year, *Goods-Producing Industries* lost 100 jobs with losses recorded in *Wood Product Manufacturing* (-200 jobs), *Fabricated Metal Products Manufacturing* (-100 jobs), *Machinery Manufacturing* (-100 jobs), *Computer & Electronic Product Manufacturing* (-800 jobs), *Transportation Equipment Manufacturing* (-200 jobs), *Food Product Manufacturing* (-100 jobs), and *Other Nondurable Goods Manufacturing* (-100 jobs) while job increases were noted in *Natural Resources, Mining, & Construction* (700 jobs) and *Other Durable Goods Manufacturing* (800 jobs).

In *Service-Providing Industries*, jobs gained outweighed jobs lost by 1,600 jobs in the Boise City MSA from January 2004 to February 2004. Job gains were experienced in *All Other Retail Trade* (100 jobs), *Information Services* (100 jobs), *Administrative & Support & Waste Management Services* (300 jobs), *Educational Services* (100 jobs), *Health Care & Social Assistance Services* (200 jobs), *Accommodation Services* (200 jobs), *Food Service & Drinking Places* (100 jobs), *Other Services* (100 jobs), *State Government Education* (300 jobs), *State Government Administration* (100 jobs), and *Local Government Education* (300 jobs). Job losses occurred in *General Merchandise Stores* (-100 jobs), *Management of Companies & Enterprise Services* (-100 jobs), *Hospitals* (-100 jobs), and *Arts, Entertainment, & Recreation Services* (-100 jobs). Year-over-year, *Service-Providing Industries* gained 5,500 jobs, or increased 3.1 percent. Job gains were noted in *Food & Beverage Stores* (100 jobs), *All Other Retail Trade* (1,000 jobs), *Transportation & Warehousing Services* (200 jobs), *Information Services* (100 jobs), *Finance & Insurance Services* (200 jobs), *Real Estate & Rental & Leasing Services* (300 jobs), *Professional, Scientific, & Technical Services* (400 jobs), *Administrative & Support & Waste Management Services* (1,200 jobs), *Health Care & Social Assistance Services* (1,900 jobs) including *Hospitals* (700 jobs), *Arts, Entertainment, & Recreation Services* (600 jobs), *Food Service & Drinking Places* (300 jobs), *Other Services* (200 jobs), *Federal Government* (300 jobs), and *Local Government Education* (300 jobs). Job losses were noted in *Durable Goods Wholesale Trade* (-400 jobs), *Utilities Services* (-100 jobs), *Management of Companies & Enterprise Services* (-100 jobs), *Accommodation Services* (-100 jobs), *State Government Education* (-100 jobs), *State Government Administration* (-100 jobs), and *Local Government Administration* (-700 jobs).

AREA DEVELOPMENTS

Boise City MSA

- Citi®Cards announced in early March that it would open a \$36 million customer service and collection service center in Meridian. The new facility would create at least 650 new jobs in the Treasure Valley. State government officials and local economic development agencies offered \$1.6 million in Workforce Development Training funds, investment tax credits, broadband tax credits, and job creation tax credits as incentives in the proposal to bring the service center to the area. Most of the new jobs created by Citi®Cards would pay \$9.00 to 10.00 per hour. Citi®Cards already employs nearly 1,100 people in Boise, currently operating in the former Sears, Roebuck and Co. customer service center on Emerald Street. Construction on the new 170,000-square-foot Citi®Cards facility started in March.
- Washington Group International (WGI) announced in early March that it recently acquired a \$1.5 billion, six-year contract to upgrade and maintain nine Michigan power plants. The contract gives WGI control over all improvements and maintenance projects at the power plants, which serves 2.1 million customers in southeastern Michigan. WGI also recently landed a \$750 million contract to build a new power plant in Wisconsin and two contracts valued at \$36.7 million for the management and maintenance of toll operations on the roadways from the Miami-Dade Expressway Authority in Florida.
- Fred Meyer announced plans to transfer its eastern regional office from Salt Lake City to Boise within the next few months. The regional office, one of six regional headquarters, will oversee 10 Fred Meyer stores in Idaho as well as a number of stores in eastern Washington.
- Construction of an 185,000-square-foot office building is scheduled to start on the northeast corner of 10th and Bannock Streets in Boise this fall. The 10 to 12-story building will include 9 to 11 stories of office space with retail shops on the ground level. Construction is scheduled for completion by fall 2005.
- Construction of three buildings is expected to start this spring on a 3.2-acre site at Emerald Street and Ancestor Place in Boise. The three buildings would total 42,000-square feet; one-quarter of the space will be used for office space and the rest as warehousing and storage space. The site could eventually be a 14-building complex. Construction of the three buildings should be finished this summer.

- St. Luke's Internal Medicine started construction of a fourth clinic in Ada County at 4840 North Cloverdale Road in west Boise. The 11,000-square-foot clinic is expected to open in October and will include an initial staff of four physicians.
- Hewlett-Packard (HP) announced in early-March that it signed a contract with Ford Motor Co. estimated to be worth more than \$100 million. The agreement is part of HP's effort in packaging its many products, which include more than 15,000 printing, copying, and facsimile devices, and services for 150,000 Ford employees. The deal affects many HP employees in Boise where most of the employees are involved in the printing and imaging division.
- A four-story hotel is planned for the southwest corner of Chinden Boulevard and Cloverdale Road in the Boise Research Center in west Boise. Construction is scheduled to begin in July on the 119-room Spring Hill Suites by Marriot. The 16,743-square-foot hotel will include an 800-square-foot conference room and an outdoor pool. The \$10.5 million project will be completed by June 2005.
- Meridian Soccer Property, LLC recently purchased 1.75 acres to construct an indoor soccer arena in the Stonebridge Business Park off East Franklin Road near Locust Grove Road in Meridian. The 22,000-square-foot arena will house the Idaho Soccer Center. A 2,000-square-foot attachment to the building will house a pro shop selling brands like Adidas, Nike, Diadora, and others. When complete, the center will have two or three full-time employees and several part-time employees based on the season. The soccer arena is scheduled to open in October.
- A 10,000-square-foot building, the Genesis Center, is currently under construction on the southeast corner of Franklin and Linder Roads in Meridian. Karate for Kids, a karate studio will anchor the building and occupy 6,000-square feet. Three additional lease spaces are available in the building. Construction is scheduled to be finished in late July or early August.
- Swift & Co. laid off 84 staff at its Nampa beef-processing plant in mid-March. The company eliminated about 15 percent of its jobs nationally. The company cited cattle shortages from the closure of the U.S. border with Canada as the main reason for the job cuts. Nationally, about 560 people have been affected by the layoff.
- The Nampa Police Department and Northwest Nazarene University (NNU) opened a new substation to serve the NNU campus and South Nampa. The former Ridgecrest Golf Course clubhouse was renovated as the substation; it is located at the corner of Maple Street and Colorado Avenue on the NNU Campus in Nampa.
- Contract manufacturer Plexus Corp., which has a facility in Nampa, recently announced plans to hire 1,000 employees throughout the organization. The majority of jobs will be located at Plexus locations throughout Asia, although the Nampa plant and others could be affected. Company officials stated that market demand would determine the number of jobs added to Nampa.
- A new 7,000-square-foot funeral chapel is planned for the south side of Nampa-Caldwell Boulevard at Moss Lane in Nampa. Construction was started on the Conner Family Funeral Chapel in March and should be finished by August. The two-story structure will be an old-fashioned Victorian building with a wraparound porch. The \$1 million facility will include a large room, two smaller chapels or visitation rooms, a rose garden, and a large parking area. When completed, the Conner Family Funeral Chapel will employ two people; additional staff will be added as needed.
- Clearwater Plaza, a new service-retail development is constructing another building at East Caldwell Boulevard in front of Wal-Mart in Caldwell. The 25,000-square-foot building will be able to accommodate several retail stores. Currently on the site, one building houses a Payless Shoe Source, Subway, Cottonwood Financial, the China Star takeout restaurant, and Electric Sun Tanning; another building houses Hollywood Video, Fantastic Sam's, Hometown Pizza, Kid Connection, and Up in Smoke. An Only \$1 Superstore is located in the same plaza.
- Carrington Center, a new commercial retail center, is under development at the southeast corner of 10th Avenue and Ustick Road in Caldwell. The developer's plan includes an anchor business—perhaps a mid-sized grocery store—with hopes to include two small buildings for other businesses. No businesses have been signed to fill the spots. A Maverick Country Store was built on the corner of the new development and opened on March 12.
- Recent business happenings in the Boise City MSA include: Barber Park broke ground on a \$516,000

project to widen roads and increase parking for area rafters; Java, a Ketchum espresso and food company, announced plans to open an 1,800-square-foot coffee shop in May in downtown Boise; Science Applications International Corp. expanded in the new BoDo development in downtown Boise; Petersen-Staggs Architects relocated to a new office building on State Street in Boise; Waxie Sanitary Supply opened a new location on South Cole Road in Boise; the Ruth Melichar Bird Center announced plans to reopen in mid-April; Lance, Elia & Associates, PLLC opened a new law firm on Shoreline Drive in Boise; Julia Elzie Travel Design, a concierge-style travel consulting firm, opened in Boise; the Idaho Youth Ranch (IYR) purchased land south of its thrift store on Orchard Street in Boise. IYR will use the site as an auto sales lot; Goldy's of Hyde Park closed its popular breakfast bistro in late February. The site now houses Richard's Bakery and Cafe; Screamin' Toad Cycles closed its Hyde Park location; Easy Cookin' moved from its location in Boise Towne Square Mall to a new location in the Overland Park Shopping Center in Boise; Little Caesars opened a pizzeria in Cherry Plaza on Fairview Avenue and Main Street in Meridian; the Lo-Carb Café and Market announced plans to open an exclusively low-carb restaurant and market on Fairview Avenue, west of Eagle Road, at the end of April; Bank of America announced plans to open a new branch at Karcher Crossing in Nampa in June; Jag Tool and Equipment started construction on a new building on Karcher Road in Nampa; Quizno's opened its first Nampa shop in the Neon Plaza on Nampa-Caldwell Boulevard in Nampa; Coldstone Creamery opened in the Neon Plaza on Nampa-Caldwell Boulevard in Nampa; Holly Nursing and Rehab Center, a Hospice Care Center, opened on 12th Avenue in Nampa; Features by Francis opened at a new shop on Cleveland Boulevard in Caldwell; Commercial Kitchen, the University of Idaho Food Technology Center shared use kitchen, opened in early April in Caldwell; and the Rooster's Roast Coffee House opened on Kimball next to Kelly's Cards & Gifts in Caldwell.

Elmore County

- A new pitched roof was installed on the Main Street fire station in Mountain Home in mid-March. The old flat roof was repaired many times, but often continued to leak. Mountain Home mayor and city council declared the situation an emergency to expedite the project.

Payette County

- Java Jungle, an espresso and coffee shop, opened in late January at 24 North Main Street in Payette. Java Jungle serves juices, sodas, smoothies, blender drinks, espressos, mochas, coffees, soymilk, chai teas, Xanadu fine teas, Panache coffees, and gourmet cocoa. The food menu includes muffins, bagels, cookies, popcorn, cup of noodles, and chips. A deli bar is planned for the future. The shop opens at 6:30 a.m. Monday through Saturday.
- The Payette County Recreation District will host a bond election May 25. The bond will pay for a \$13.8 million recreation center if it passes. The two-story, 100,000-square-foot facility would include a senior citizen center, a day care center, meeting rooms, a lunch area with concessions, two full-sized basketball courts, locker rooms, an elevated walking and jogging track, racquetball courts, a climbing wall, a three-lane lap pool, a sauna, a Jacuzzi, a weight room with free weights, and space for aerobic exercise machines. The \$13.8 million would pay for site development, all construction fees and permits, furnishings, landscaping, and equipment.

Valley County

- Cellular One recently opened a store in the Marketplace between Ridley's and Rite Aid in McCall. Cellular One specializes in reaching rural areas and has provided service in the area for years, but only sold phones and service plans through other businesses.
- Tamarack began taking reservations in early March for its second offering of home sites and chalet homes that will be released for sale later this year. Included in the list of 54 properties offered are 36 golf estate home sites, 7 sites for custom chalets, and 11 resort-built 3-bedroom chalets. The resort is also resuming construction on the golf course and planning for the installation of five ski lifts that will be installed this summer.

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